

WRITING AN IMPACT STATEMENT

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An Impact Statement is a brief non-technical document that describes the difference that your research, teaching, or extension efforts have made. Such statements answer the question “So what who cares?” and create strong support for programs. Impact statements convey in simple language, free of jargon, program accomplishments and the payoff to society via any or all of the following:

- The quantifiable difference a program makes in the quality of life for its clients and general citizenry.
- The measurable change in condition.
- The change in understanding within a discipline.
- Quantitative, measurable benefits of the research outputs as experienced by those who receive them.

Impact statements should be no more than one page and follow a relatively simple formula:

- Title
- Contact: Usually the Administrative Advisor
- Cooperating States
- Theme: see NIFA national impact themes
- Issue: A statement of the problem being addressed by the effort
- Resolution: Statement of how this project or activity is contribution to finding a solution to the problem
- Impact: Statement of the impact of this project (impact, not outputs or outcomes)
- Or Potential Impacts: Statement of what might be expected if the project is successful

Ideally, impact statements also include photographs and quotes from those who have benefited from the program, project or activity.